

ORDER



KLAS

Mike Jones

K-WAS

National

Orders Order / Rev: 36853
Alt Order #: 08833335
Product Desc: AMERICAN CROSSROADS
Estimate: 691
Flight Dates: 09/18/12 - 09/27/12
Original Date / Rev: 08/01/12 / 09/27/12
Order Type: GENERAL

Primary AE:
Sales Office:
Sales Region:

Agency Name: Cross Roads Media
Buying Contact:
Billing Contact:
66 Canal Center Plaza
Alexandria, VA 22314

Billing Type:
Billing Calendar:
Billing Cycle:
Agency Commission:

Advertiser Name: American Crossroads
Demographic: A35+
Product Codes: PO4
Priority: LV2
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation:
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/27/12 | 65 | \$91,700.00 | \$77,945.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|---------|--------------|-------------|--------|
| September 2012 | 65 | \$91,700.00 | \$77,945.00 | 0.00 |
| Totals | 65 | \$91,700.00 | \$77,945.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-----------------------|---------|
|-------------------|--------------|--------------|-----------------------|---------|

| | | |
|------------|-------------------------------|------|
| Mike Jones | Start Of Order - End Of Order | 100% |
|------------|-------------------------------|------|

Order Share

| | Share | Total |
|------|-------|-------------|
| KLAS | 30% | \$91,700.00 |

| | | |
|--------|------|--------------|
| Market | 100% | \$305,666.67 |
|--------|------|--------------|

Competitive Share

| | Share | Total |
|--|-------|-------|
|--|-------|-------|

| | | |
|-------|-----|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KTNV | 25% | \$76,416.67 |
| KTUD | 0% | \$0.00 |
| KVBC | 0% | \$0.00 |
| KVVU | 5% | \$15,283.33 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|----|----------|----------|---|------------|-------------------------------|---------|-----|-------|---------|-----|------|------|-------|----------|
| E 1 | 8 | 09/18/12 | 09/21/12 | 137-237a M-F Elec Plyg&M Electric Playground | | 137-207a (1:37 XM-2:37 XM) | -TWTF-- | :30 | 4 | \$85.00 | LV2 | 0.00 | NM | 4 | \$340.00 |
| NATE BERKUS | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| Week: 09/17/12 | | 09/23/12 | | -TWTF-- | 4 | \$85.00 | 0.00 | | | | | | | | |
| E 2 | 8 | 09/24/12 | 09/27/12 | 137-237a M-F Elec Plyg&M Electric Playground | | 137-207a (1:37 XM-2:37 XM) | MTWT--- | :30 | 4 | \$85.00 | LV2 | 0.00 | NM | 4 | \$340.00 |

Order / Rev: 36853
Alt Order #: 08833335
Flight Dates: 09/18/12 - 09/27/12

| | |
|---------------|---------------------|
| Advertiser: | American Crossroads |
| Product Desc: | AMERICAN CROSSROADS |
| Estimate: | 691 |

KLAS

| Ln | Ch | Start Date | End Date | Inventory Code | Break | Start/End Time | Length | Spots | Rate | Pri | Rtg | Type | Spots | Amount | | |
|--------------------------------------|-------------|-------------------|-------------------|------------------------|------------------------|-----------------------|------------|-----------------|-----------------|-------------|------------|-------------|------------|------------|------------|--|
| NATE BERKUS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | | | | | | |
| | | Week: 09/24/12 | 09/30/12 | MTWT--- | | 4 | | \$85.00 | 0.00 | | | | | | | |
| E 3 | 8 | 09/23/12 | 09/23/12 | 8 News Now Sun 5-7p CM | 4-430p, 630-7p | -----S | :30 | 1 | \$1,200.00 | LV1 | 0.00 | NM | 1 | \$1,200.00 | | |
| SUNDAY ROTATION | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S | | 1 | \$1,200.00 | 0.00 | | | | | | | | |
| E 4 | 8 | 09/23/12 | 09/23/12 | 8 News Now Sun AM #CM | 8 News Now Sun A-----S | :30 | 1 | \$400.00 | LV1 | 0.00 | NM | 1 | \$400.00 | | | |
| 8 NEWS SUN MORNING #1 | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S | | 1 | \$400.00 | 0.00 | | | | | | | | |
| E 5 | 8 | 09/23/12 | 09/23/12 | 8 News Now Sun AM #2CM | 8 News Now Sun A-----S | :30 | 1 | \$1,500.00 | LV1 | 0.00 | NM | 0 | \$0.00 | | | |
| 8 News Now Sun AM #2 | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S | | 1 | \$1,500.00 | 0.00 | | | | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | |
| 1 | | 8 | 09/17/12-09/23/12 | 8 News Now Sun AM #2 | | 8 News Now Sun | | -----Su | :30(\$1,500.00) | 0.00 | NM | | | | | |
| See MG 23.2,23.3,23.4,23.5 [(DA)] | | | | | | | | | | | | | | | | |
| E 6 | 8 | 09/23/12 | 09/23/12 | CBS News Sunday Morn@M | CBS Sunday Morn-----S | :30 | 1 | \$1,500.00 | LV1 | 0.00 | NM | 1 | \$1,500.00 | | | |
| CBS SUNDAY MORNING | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S | | 1 | \$1,500.00 | 0.00 | | | | | | | | |
| E 7 | 8 | 09/18/12 | 09/21/12 | 8 News Now 11p M-F CM | 11-1135p | -TWTF-- | :30 | 2 | \$1,900.00 | LV1 | 0.00 | NM | 2 | \$3,800.00 | | |
| 8 News Now 11p M-F | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -TWTF-- | | 2 | \$1,900.00 | 0.00 | | | | | | | | |
| E 8 | 8 | 09/24/12 | 09/27/12 | 8 News Now 11p M-F CM | 11-1135p | MTWT--- | :30 | 2 | \$1,900.00 | LV1 | 0.00 | NM | 2 | \$3,800.00 | | |
| 8 News Now 11p M-F | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | | | | | | |
| | | Week: 09/24/12 | 09/30/12 | MTWT--- | | 2 | \$1,900.00 | 0.00 | | | | | | | | |
| E 9 | 8 | 09/18/12 | 09/21/12 | Live w/Kelly | CM | 9-10a | -TWTF-- | :30 | 2 | \$750.00 | LV1 | 0.00 | NM | 2 | \$1,500.00 | |
| Live With Regis & Kelly | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -TWTF-- | | 2 | \$750.00 | 0.00 | | | | | | | | |
| E 10 | 8 | 09/24/12 | 09/27/12 | Live w/Kelly | CM | 9-10a | MTWT--- | :30 | 2 | \$750.00 | LV1 | 0.00 | NM | 2 | \$1,500.00 | |
| Live With Regis & Kelly | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | | | | | | |
| | | Week: 09/24/12 | 09/30/12 | MTWT--- | | 2 | \$750.00 | 0.00 | | | | | | | | |
| E 11 | 8 | 09/18/12 | 09/21/12 | 630-7p Inside Edition | CM | 630-7p | -TWTF-- | :30 | 2 | \$1,200.00 | LV1 | 0.00 | NM | 2 | \$2,400.00 | |
| Inside Edition | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -TWTF-- | | 2 | \$1,200.00 | 0.00 | | | | | | | | |
| E 12 | 8 | 09/24/12 | 09/27/12 | 630-7p Inside Edition | CM | 630-7p | MTWT--- | :30 | 2 | \$1,200.00 | LV1 | 0.00 | NM | 2 | \$2,400.00 | |
| Inside Edition | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | | | | | | |
| | | Week: 09/24/12 | 09/30/12 | MTWT--- | | 2 | \$1,200.00 | 0.00 | | | | | | | | |
| E 13 | 8 | 09/18/12 | 09/21/12 | 8 News Now Noon M-F CM | 12-1230p | -TWTF-- | :30 | 3 | \$750.00 | LV1 | 0.00 | NM | 3 | \$2,250.00 | | |
| 8 News Now Noon M-F | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | | | | | | |
| | | Week: 09/24/12 | 09/30/12 | MTWT--- | | 2 | \$750.00 | 0.00 | | | | | | | | |
| NOON NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | | | | | | |
| | | Week: 09/24/12 | 09/30/12 | MTWT--- | | 2 | \$750.00 | 0.00 | | | | | | | | |

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Order / Rev: 36853
Alt Order #: 08833335
Flight Dates: 09/18/12 - 09/27/12

| | |
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| Advertiser: | American Crossroads |
| Product Desc: | AMERICAN CROSSROADS |
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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------------------------|--------------------------------|-------------------|-----------------------|-----------------------------------|---------------|-----------------|---------------|-----|-------|-------------|------------|-------------|------|-------|-------------|
| E 23 | 8 | 09/22/12 | 09/22/12 | CBS Early Show - Sat. | CM | 5-7a | -----S- | :30 | 1 | \$450.00 | LV1 | 0.00 | NM | 4 | \$7,250.00 |
| SAT EARLY SHOW | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | |
| Week: 09/17/12 | 09/23/12 | -----S- | 1 | \$450.00 | 0.00 | | | | | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | |
| 1 | 8 | 09/17/12-09/23/12 | CBS Early Show - Sat. | 5-7a | | -----Sa-- | :30 | | | (\$450.00) | 0.00 | NM | | | |
| See MG 23.2,23.3,23.4,23.5 [(DA)] | | | | | | | | | | | | | | | |
| 2 | 8 | 09/22/12-09/22/12 | Sat Prime Special | 8-10p | | -----Sa-- | :30 | | | \$2,000.00 | 0.00 | NM | | | |
| (M) | MG for 26.2,26.1,5.1,35.1,23.1 | | | | | | | | | | | | | | |
| 3 | 8 | 09/22/12-09/22/12 | Sat Prime Special | 8-10p | | -----Sa-- | :30 | | | \$2,000.00 | 0.00 | NM | | | |
| (M) | MG for 26.2,26.1,5.1,35.1,23.1 | | | | | | | | | | | | | | |
| 4 | 8 | 09/22/12-09/22/12 | Sat Prime Special | 8-10p | | -----Sa-- | :30 | | | \$2,000.00 | 0.00 | NM | | | |
| (M) | MG for 26.2,26.1,5.1,35.1,23.1 | | | | | | | | | | | | | | |
| 5 | 8 | 09/24/12-09/27/12 | 8 News Now 5-630p M-F | 5-630p | | MTWTh---- | :30 | | | \$1,250.00 | 0.00 | NM | | | |
| (M) | MG for 26.2,26.1,5.1,35.1,23.1 | | | | | | | | | | | | | | |
| E 24 | 8 | 09/18/12 | 09/21/12 | 8 News Now 5a M-F | CM | 5-6a | -TWTF-- | :30 | 3 | \$800.00 | LV1 | 0.00 | NM | 3 | \$2,400.00 |
| 8 NEWS NOW @ 5A | | | | | | | | | | | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | |
| Week: 09/17/12 | 09/23/12 | -TWTF-- | 3 | \$800.00 | 0.00 | | | | | | | | | | |
| E 25 | 8 | 09/24/12 | 09/27/12 | 8 News Now 5a M-F | CM | 5-6a | MTWT--- | :30 | 2 | \$800.00 | LV1 | 0.00 | NM | 2 | \$1,600.00 |
| 8 NEWS NOW @ 5A | | | | | | | | | | | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | |
| Week: 09/24/12 | 09/30/12 | MTWT--- | 2 | \$800.00 | 0.00 | | | | | | | | | | |
| E 26 | 8 | 09/22/12 | 09/23/12 | 8 News Now 11p Sa/Su | CM | 11-1135P | -----SS | :30 | 2 | \$900.00 | LV1 | 0.00 | NM | 0 | \$0.00 |
| 8 NEWS NOW @ 11P | | | | | | | | | | | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | |
| Week: 09/17/12 | 09/23/12 | -----SS | 2 | \$900.00 | 0.00 | | | | | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | |
| 1 | 8 | 09/17/12-09/23/12 | 8 News Now 11p Sa/Su | 11-1135P | | -----SaSu | :30 | | | (\$900.00) | 0.00 | NM | | | |
| See MG 23.2,23.3,23.4,23.5 [(DA)] | | | | | | | | | | | | | | | |
| 2 | 8 | 09/17/12-09/23/12 | 8 News Now 11p Sa/Su | 11-1135P | | -----SaSu | :30 | | | (\$900.00) | 0.00 | NM | | | |
| See MG 23.2,23.3,23.4,23.5 [(DA)] | | | | | | | | | | | | | | | |
| E 27 | 8 | 09/22/12 | 09/22/12 | Sat 1135p-1235a Priv Pr@M | CM | 1135p-1235a | -----S- | :30 | 1 | \$250.00 | LV1 | 0.00 | NM | 1 | \$250.00 |
| PRIVATE PRACTICE | | | | | | | | | | | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | |
| Week: 09/17/12 | 09/23/12 | -----S- | 1 | \$250.00 | 0.00 | | | | | | | | | | |
| E 28 | 8 | 09/22/12 | 09/22/12 | Sat 135-235a Cold Squad | CM | 135-235am | -----S- | :30 | 1 | \$100.00 | LV1 | 0.00 | NM | 1 | \$100.00 |
| COLD SQUAD | | | | | | | | | | | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | |
| Week: 09/17/12 | 09/23/12 | -----S- | 1 | \$100.00 | 0.00 | | | | | | | | | | |
| E 29 | 8 | 09/24/12 | 09/24/12 | Mon 8-9p How Met Mother/ Partners | CM | 8-9p | M----- | :30 | 1 | \$8,500.00 | LV1 | 0.00 | NM | 1 | \$8,500.00 |
| HOW I MET YOUR MOTHER/PARTNERS | | | | | | | | | | | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | |
| Week: 09/24/12 | 09/30/12 | M----- | 1 | \$8,500.00 | 0.00 | | | | | | | | | | |
| E 30 | 8 | 09/24/12 | 09/24/12 | Mon 10-11p Hawaii Five-O | CM | 10-11p | M----- | :30 | 1 | \$10,000.00 | LV1 | 0.00 | NM | 1 | \$10,000.00 |
| HAWAII FIVE O | | | | | | | | | | | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | |
| Week: 09/24/12 | 09/30/12 | M----- | 1 | \$10,000.00 | 0.00 | | | | | | | | | | |
| E 31 | 8 | 09/27/12 | 09/27/12 | Thu 10-11p | CM | 10-11p | ---T--- | :30 | 1 | \$7,500.00 | LV1 | 0.00 | NM | 1 | \$7,500.00 |

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